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|-------------------|---------------------------|-------------------------|-----------------------------|---------------------------|------------------|
| Station | WOOD-TV GRAND RAPIDS, MI. | Agency | () SMART MEDIA GROUP | Rep Firm | |
| Advertiser | () DETROIT INTL BRIDGE | | 814 KING STREET - SUITE 200 | Sales Office | () PHILADELPHIA |
| Product | order | | ALEXANDRIA, VA 22314 | Salesperson | () IAN AMBRON |
| Estimate# | C22C28 | Agency C/P1/P2/E | DIBC/ORDR/C22C28 | Salesperson Phone# | 215-567-6005 |
| Buyer | Sarah Linden | Flight Dates | 10/22/2012 - 10/28/2012 | Salesperson FAX# | 215-525-9757 |
| Phone# | | Hiatus Weeks | | | |
| Fax# | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |

DETROIT INT. BRIDGE CO 2012 SC=*

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-------------|-----|-------|---------|----------------|------|----------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| | 1 | M | 10A-11A | TODAY SHW3-NBC | :30 | \$225.00 | 10/22-10/22 | 1 | 1 | 1 | \$225.00 | |
| Rating: 2.0 | | | | | | | | | | | | |
| | 2 | TU | 10A-11A | TODAY SHW3-NBC | :30 | \$225.00 | 10/23-10/23 | 1 | 1 | 1 | \$225.00 | |
| Rating: 2.0 | | | | | | | | | | | | |
| | 3 | W | 10A-11A | TODAY SHW3-NBC | :30 | \$225.00 | 10/24-10/24 | 1 | 1 | 1 | \$225.00 | |
| Rating: 2.0 | | | | | | | | | | | | |
| | 4 | TH | 10A-11A | TODAY SHW3-NBC | :30 | \$225.00 | 10/25-10/25 | 1 | 1 | 1 | \$225.00 | |
| Rating: 2.0 | | | | | | | | | | | | |
| | 5 | F | 10A-11A | TODAY SHW3-NBC | :30 | \$225.00 | 10/26-10/26 | 1 | 1 | 1 | \$225.00 | |
| Rating: 2.0 | | | | | | | | | | | | |
| | 6 | M | 12P-1P | NEWS | :30 | \$450.00 | 10/22-10/22 | 2 | 1 | 2 | \$900.00 | |
| Rating: 4.6 | | | | | | | | | | | | |
| | 7 | TU | 12P-1P | NEWS | :30 | \$450.00 | 10/23-10/23 | 1 | 1 | 1 | \$450.00 | |
| Rating: 4.6 | | | | | | | | | | | | |
| | 8 | W | 12P-1P | NEWS | :30 | \$450.00 | 10/24-10/24 | 2 | 1 | 2 | \$900.00 | |
| Rating: 4.6 | | | | | | | | | | | | |
| | 9 | TH | 12P-1P | NEWS | :30 | \$450.00 | 10/25-10/25 | 1 | 1 | 1 | \$450.00 | |
| Rating: 4.6 | | | | | | | | | | | | |
| | 10 | F | 12P-1P | NEWS | :30 | \$450.00 | 10/26-10/26 | 2 | 1 | 2 | \$900.00 | |
| Rating: 4.6 | | | | | | | | | | | | |

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| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|---|-----|-------|---------|-----------|------|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ---- | ----- | ----- | ----- |
| | 93 | F | 5A-6A | 5A NEWS | :30 | \$250.00 | 10/26-10/26 | 1 | 1 | 1 | \$250.00 | |
| Rating: 5.6 | | | | | | | | | | | | |
| Buyline Comment: PART OF MAKEGOOD PACAKGE | | | | | | | | | | | | |
| | 94 | W | 9P-10P | L&O | :30 | \$1,275.00 | 10/24-10/24 | 1 | 1 | 1 | \$1,275.00 | |
| Rating: 3.8 | | | | | | | | | | | | |
| Buyline Comment: PART OF MKGD PACKAGE | | | | | | | | | | | | |
| | 95 | SA | 8P-11P | DATELINE | :30 | \$300.00 | 10/27-10/27 | 1 | 1 | 1 | \$300.00 | |
| Rating: 2.4 | | | | | | | | | | | | |
| Buyline Comment: MKGD FOR LN 83 | | | | | | | | | | | | |
| | 96 | TU-F | 11A-12P | EIGHTWEST | :30 | \$125.00 | 10/23-10/26 | 1 | 1 | 1 | \$125.00 | |
| Buyline Comment: ADDED AS MKGD FOR HL#6863202 | | | | | | | | | | | | |

---REPORT TOTALS---

Report Totals: 108 / \$49,725.00

---SALES MONTHLY TOTALS---

Oct 12: 108 / \$49,725.00
Sales Totals: 108 / \$49,725.00
Station Totals: 108 / \$49,725.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | | | | | | |
|---------------|-----------|------|----|------|-----|------|-----|------|-----|------|-----|
| Market Totals | \$165,750 | CATV | 0% | WOOD | 30% | WOTV | 0% | WWMT | 30% | WXMI | 10% |
| | | WXSP | 0% | WZPX | 0% | WZZM | 30% | | | | |

---COMPETITIVE COMMENTS---

SHARES EST

Books NOV11
Demos RA35+

| | | | | | |
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--- CREDIT RISK ---
CASH IN ADVANCE